

ABSTRACT OF THE DISCLOSURE

A label for a soft drink bottle or other container. The label is an elongated strip of flexible material having first and second ends, inner and outer surfaces and upper and lower edges. A first quantity of adhesive is applied to the inner surface
5 of the strip adjacent to the first end, a second quantity of adhesive is applied to the inner surface of the strip adjacent to the second end, and a third quantity of adhesive is applied to the inner surface of the strip in a region spaced from the first and second ends. A tear line extends laterally across the strip between the upper and lower edges, the tear line being positioned adjacent to the third quantity
10 of adhesive between the third quantity of adhesive and the second end of the strip, and defines an adhesive-free area on the inner surface between the tear line and the second quantity of adhesive. The material of the strip comprising a tamper-evident layer that provides clear indication of peeling of the second end of the strip and/or tearing along the tear line. The invention also relates to a container
15 with such a label and apparatus for applying the label.